

MODERN

**BUSINESS
INTERIORS**
with

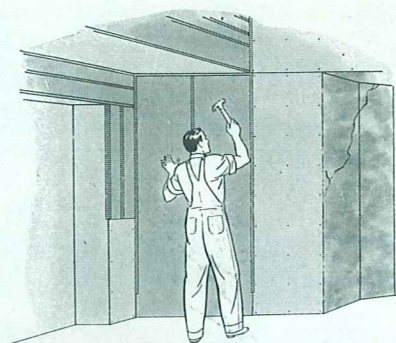
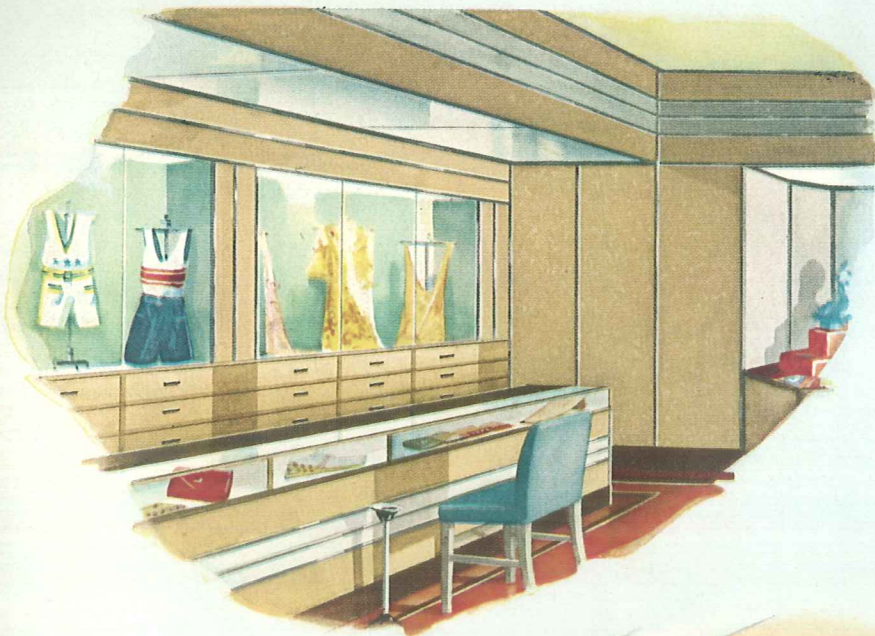
JOHNS-MANVILLE BUILDING MATERIALS

RESTAURANTS • BARS • BEAUTY PARLORS • BARBER SHOPS

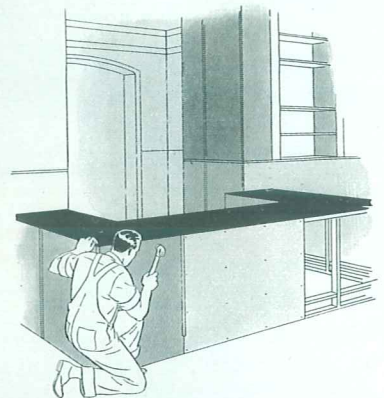
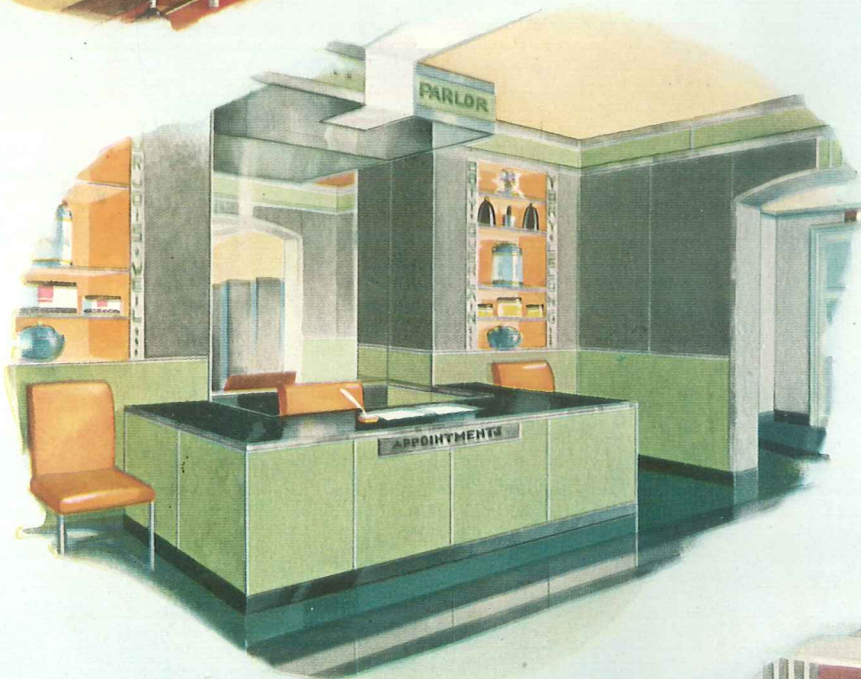
CANDY STORES • APPAREL SHOPS • FOOD STORES

DRUG STORES • PROFESSIONAL AND BUSINESS OFFICES

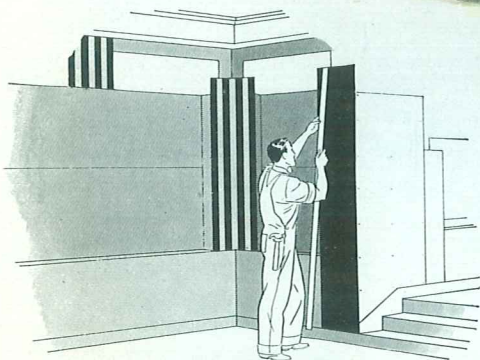
SMART INTERIORS APPLIED RIGHT OVER THE OLD WALLS



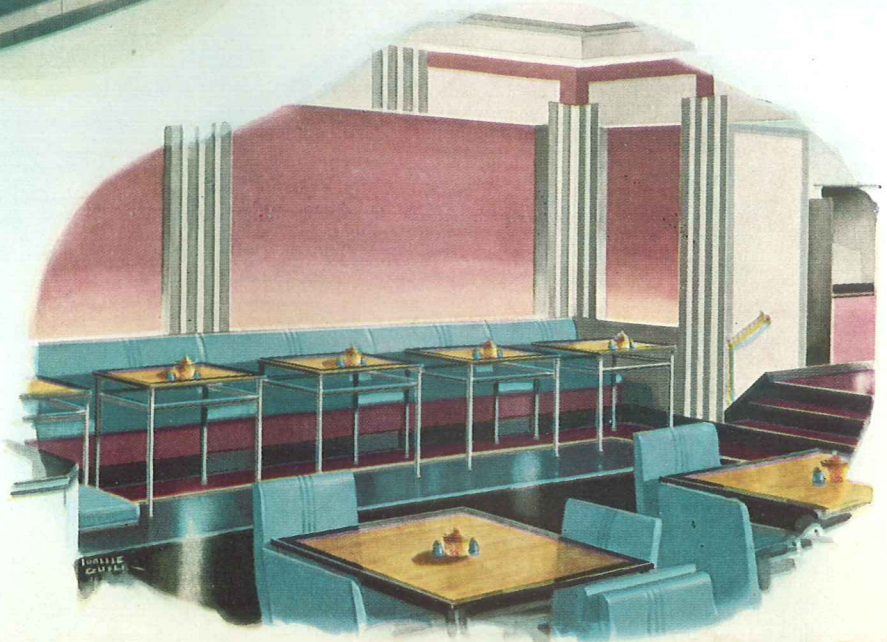
Above: Making an old store into the attractive women's shop shown at the left, by nailing sheets of J-M Decorative Asbestos Flexboard over the old walls, with decorative metal mouldings at the joints. Plywood is used under the Flexboard.



Method of constructing the appointment desk shown in the color illustration. Plywood is applied over the framing to furnish a rigid backing for the Green Asbestos Flexboard. The walls of the room are also of Decorative Flexboard in Green and Slate to harmonize.



Ultra-modern effect achieved entirely with Decorative Asbestos Flexboard in Rose, Light Gray and Slate. Vertical columns are made with strips of Gray Asbestos Flexboard applied over a background of the same material in Slate. Indirect lighting casts a pleasant glow over the warm Rose Flexboard walls.



What the well-dressed business interior will wear

“MY merchandise, my service and my location are good! How can I attract more trade?” Perhaps you are asking yourself this question.

There may be a thousand and one answers, but there is one trend in modern business and especially in neighborhood business, that might readily offer the solution to the major problem. That trend is the growing tendency toward 'style-consciousness' on the part of the public. So far as the neighborhood place of business is concerned, it all started some ten or fifteen years ago when *new* buildings and their ground floor stores went "modern." Stream-lined fixtures, futuristic designs, new materials that could be bent, molded and shaped to meet a modernistic architectural demand, all contributed to the transition.

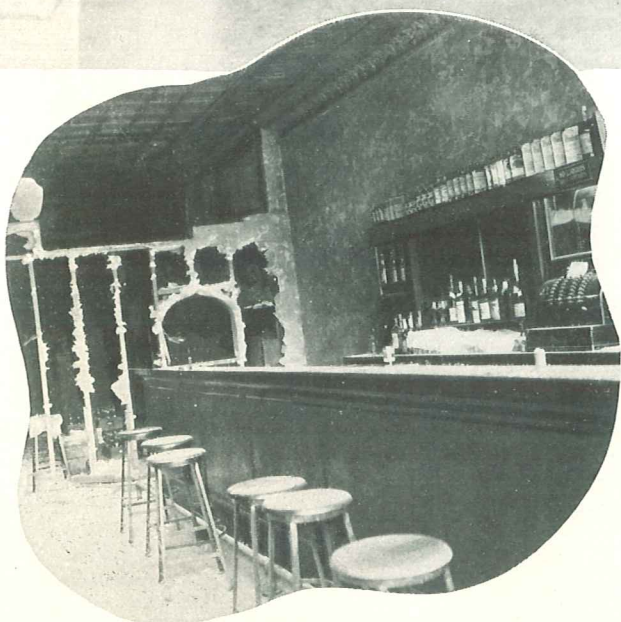
Today the "well-dressed" place of business provides an atmosphere that is not only inviting and pleasant to the shopper, but also an interesting setting for the merchandise or services offered for sale. Stores that are veritable symphonies in color, harmony and appointments . . . restaurants with exteriors and interiors that would compare favorably with the dining salons of the most exquisite ocean liners or hotels . . . department stores . . . theatres . . . business offices . . . all have felt the influence. The wide-awake, foresighted business man has accepted this trend, not as a necessary evil, but as a long stride forward in increasing patronage and creating new desires and new consumer demands.

As the level of public taste has been definitely raised to higher and higher standards, the neighborhood merchant of 1938 should, if he would keep his present patronage and attract the necessary transient and new trade, give serious thought to this question of what the well-dressed business will wear. He should think in terms of better lighting, better store arrangement, better seating accommodations, better flow of store traffic, better display of merchandise, and above all, a generally improved and more attractive interior atmosphere that will make shopping a leisurely and pleasurable adventure rather than a hurried, uninteresting chore.

Fortunately, the materials available to-day to do this remodeling and modernization can effect the transformation quickly, economically, with a minimum of interruption to business and with such amazing and startling decorative results, that it is no longer something to be dreaded or indefinitely put off.

As you examine the illustrations on these pages, it is readily apparent that Johns-Manville materials can be adapted to a wide range of applications that are modern, decorative and sanitary, as well as extremely durable. These materials are illustrated and described on pages 18 and 19.

The following pages of this book may serve as a guide as to what others in your line of business have accomplished in 'colorful ensembles' to meet the modern competitive condition and the new conception of what the well-dressed business will wear.



These interesting "before and after" pictures graphically illustrate the fact that even the most outmoded interior holds amazing possibilities for attractive decoration and increased patronage. Part of the modernizing plan called for the removal of an unattractive, existing partition in order to take advantage of the full size of the space. As a suitable background for the new fixtures, Johns-Manville Standard Hard Board was chosen for the walls, with a dado of Tempered Hard Board. The ceiling is of J-M Ceiling Panels, an Insulating Board product with a lustrous Glaze-Coat finish.

Smart Interiors for the RESTAURANT • CAFETERIA TAVERN and BAR

WITH the highly competitive conditions existing in the business of catering to the public's demand for good things to eat and drink, it is vitally essential that the surroundings be as attractive, dignified and quiet as possible.

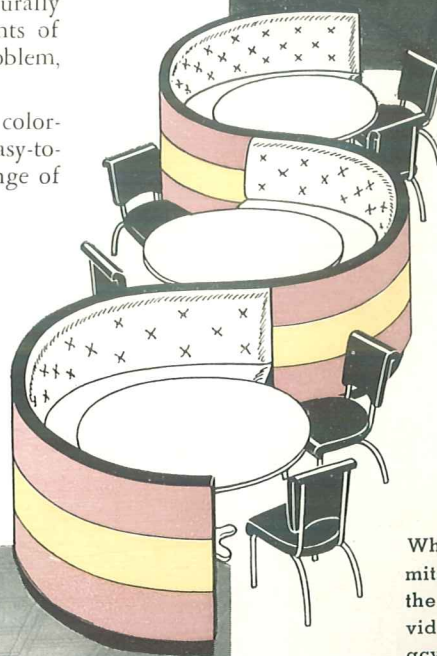
The public will continue to patronize those restaurants, cafeterias, taverns and bars where they find quality in what they order and good taste in the surroundings. Many of the best places in town are those that have been in existence for many years, but naturally with the steady march in decorative progress, the appointments of these long-established places are often outmoded. This is a problem, yet not as serious as might be imagined.

Today, old or outmoded interiors can be made as attractive, colorful and dignified as the very newest place in town. Modern, easy-to-apply Johns-Manville materials in sheet form, offer a wide range of color and design selections; they can be applied right over the old walls and ceilings in a minimum of time and with little confusion or impediment to business. Even the kitchens can be modernized with materials that are permanent and impervious to the ravages of steam, hot water and the many conditions that quickly ruin ordinary wall and ceiling finishes.



Above

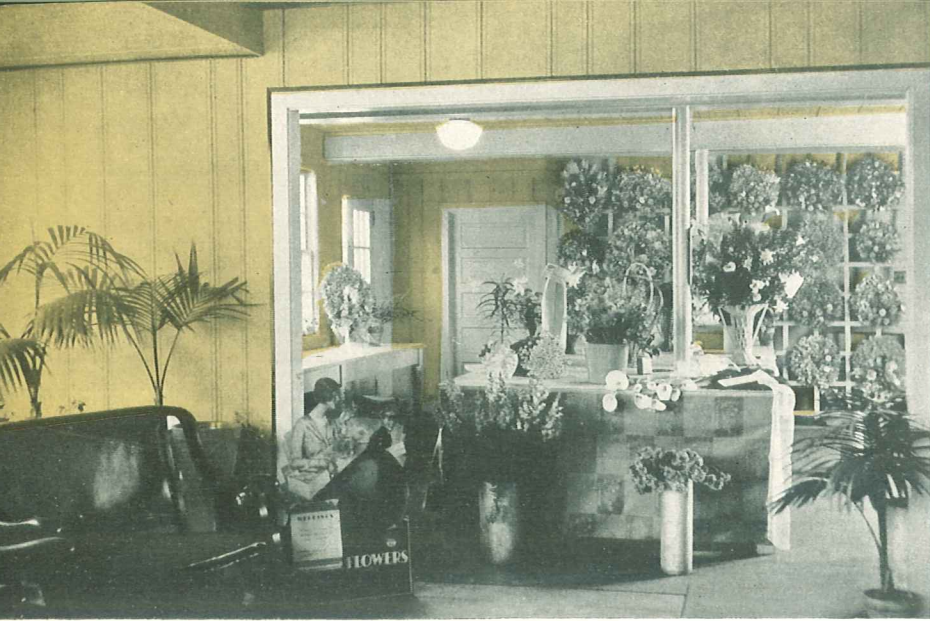
The owner of this tavern, confronted with the problem of inexpensively modernizing an outmoded interior, found the ideal solution in green and rose paneled walls of J-M Decorative Flexboard, with polished metal mouldings over the joints. J-M Insulating Board Bevel Panels formed an equally modern and attractive ceiling.



Where wide floor space permits the placing of tables down the center, it is desirable to provide divisions that offer privacy. A gracefully curved, low partition, such as is shown in this sketch, effectively accomplishes this purpose and makes these otherwise less desirable tables just as inviting as any of the preferred locations. J-M Hard Board and J-M Asbestos Flexboard offer the flexibility necessary to construct durable partitions of this type with a minimum of labor.

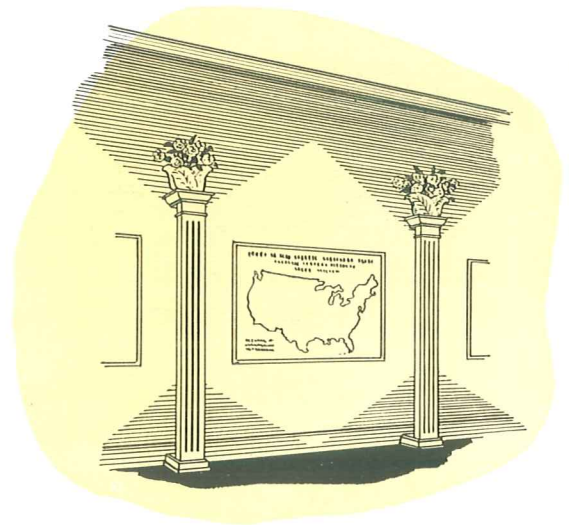
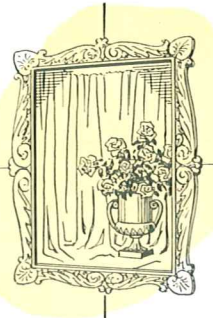


In this formerly shabby lunchroom a few sheets of J-M Asbestos Flexboard were quickly applied by a carpenter over the old walls with J-M Ceiling Panels over the old ceiling. The interesting paneled effect on the walls was obtained by additional surface mouldings to supplement the usual joint mouldings.



Whether it's FLOWERS,

At right:—Recessed openings in the walls of a flower shop permit individual bouquets to be displayed in shadow-box fashion. The addition of a traditional picture frame gives all the effect of a painting of a brilliantly illuminated subject.



Above:—Long wall areas can be pleasingly divided with wooden pilasters behind which electric lights are concealed. The side illumination will prove very effective for maps, charts or pictures mounted flat against the wall.



FURNITURE or AUTOMOBILES

Smart Interiors

ATTRACT CUSTOMERS

IN many types of business it is often desirable to have an unobtrusive wall treatment in order to give greatest prominence to the articles on display. Products such as flowers, furniture and automobiles are of themselves attractive and colorful, and should be displayed in surroundings which allow for a full play of their natural beauty, and do not distract the customer's attention.

For these special purposes, decorators often recommend warm, buff-colored walls with a pleasing design to avoid the monotony of large, uninterrupted areas. One of the most suitable materials for this use is Johns-Manville Insulating Board Bevel Plank which is illustrated in the flower shop, the automobile showroom, and the furniture salon shown on the opposite page. In the flower shop, the effect of the joints between the planks is softened by the use of fine grooving on either side. In the automobile show room, large sheets of Glaze-Coat Insulating Board form the wainscot, with batten strips covering the joints. Variety was achieved in the furniture salon by combining a wainscot of Decorative Asbestos Flexboard with the Bevel Plank on the upper walls.



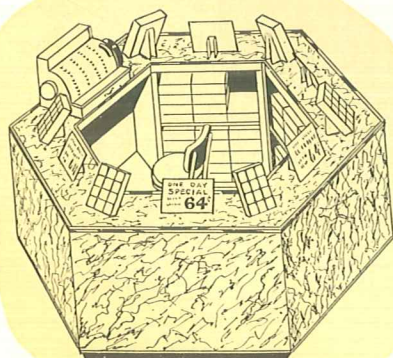
An alcove for confidential chats or for the signing of contracts is a necessity in businesses which are conducted in large rooms.

In addition to covering the entire walls and ceiling of this service room, J-M Standard Asbestos Flexboard was also used in the construction of the counter. Each band on the walls is painted a tone of blue, graduating from medium in the bottom panel to a sky-blue at the ceiling.





The sanitary and modern appearance of the three stores on this page has been accomplished by the effective use of J-M Asbestos Wall Materials.



Many shop owners make better use of the cashier's spare time by having her sell small, ready-packaged articles. By placing the cash register on an island near the doorway, the cashier can readily attend to both tasks, and thus become a revenue-producing employee.

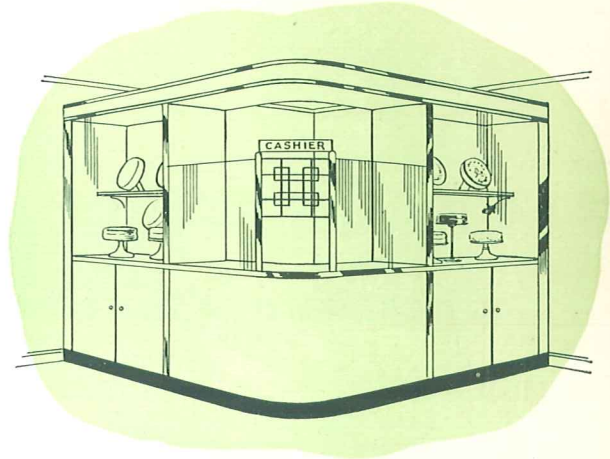


SANITARY

Smart Interiors for FOOD SHOPS

ESPECIALLY adapted for use in general food stores, meat markets, pastry shops, candy and drug stores, and similar retail businesses, Johns-Manville Decorative Asbestos Flexboard provides a surface which is sanitary, easy-to-clean, and free from the need of painting. Because its surface is hard and smooth, it resists dust and dirt and requires only a wiping with a dry or damp cloth to keep it fresh and sparkling.

Decorative Asbestos Flexboard is furnished in Buff, Rose, Green, Gray and Slate, in keeping with the modern trend toward color. As the photographs show, this material can be had in the familiar scored or "tile" design, as well as in plain sheets of permanent color. Like all other J-M wall materials it can be applied over almost any type of old wall.



By taking advantage of the area around the cashier's cage for the display of merchandise, this hitherto unused space can be a source of sales promotion. This is especially true with new items or "specials" which it is profitable and desirable to push. With a little ingenuity, an attractive yet practical design can be developed. The customers cannot fail to see the display as all must visit this part of the store.



Attractive back-bars are simple to make with Johns-Manville materials. The canopy of this bar, for instance, is of painted Hard Board, curved at the ends. The face of the wall is also of Hard Board. Mouldings and letters are appliued.

Smart Interiors

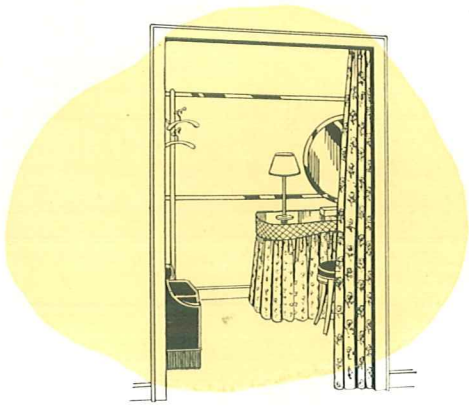
FOR BUSINESS AND PROFESSIONAL OFFICES

IS your office ceiling full of unsightly cracks? Are the walls beginning to look shabby, too? No need to tear down old plaster or spend a young fortune on the re-decorating job!

Your Johns-Manville Building Material Dealer offers an effective first-aid treatment for just such cases. Using only dry materials, such as J-M Flexboard, Hard Board or Insulating Board, a "down-at-the-heels" office can be quickly transformed into one that is modern and attractive. Regardless of the present wall and ceiling construction—whether it is plaster, wood or metal, painted or papered—sheets of these pre-fabricated materials can usually be applied over the old surfaces in less time and with far less inconvenience than most other forms of re-finishing. Numerous interesting effects may be worked out with J-M wall and ceiling materials, without further finishing after they are applied.



Above left:—In addition to providing crack proof walls and ceilings, J-M Standard Asbestos Flexboard offers an excellent surface for painting. Lower left:—A reception room decorated in Asbestos Flexboard. The paneling was obtained by applying squares of the Flexboard over wide strips of the same material.



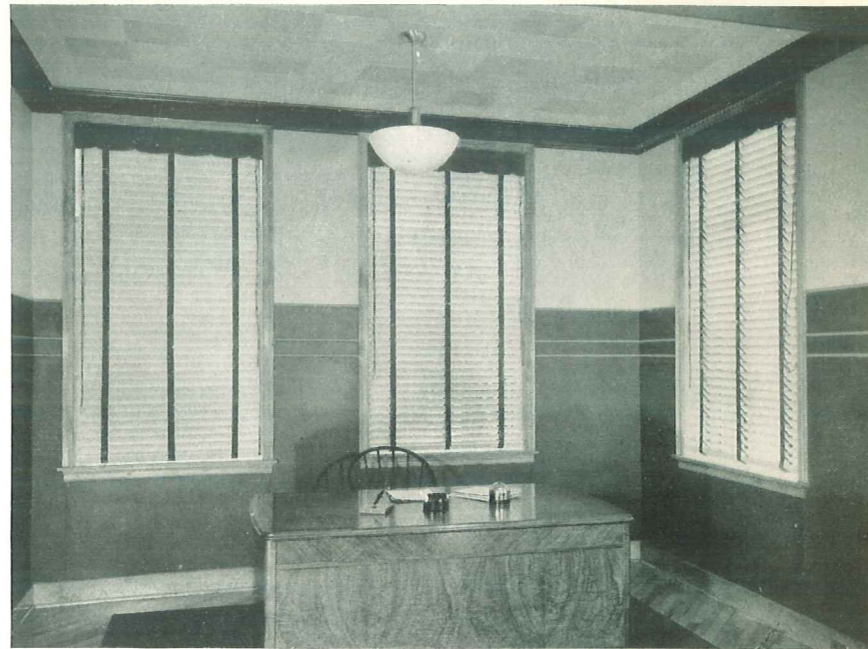
A dressing nook in a doctor's or dentist's office will be greatly appreciated by patients. It can be small, yet decorative and practical.



In covering his old walls with J-M Asbestos Flexboard, this dentist combined the familiar tile design with the modern plain sheets to create a sanitary wall of interesting variety.

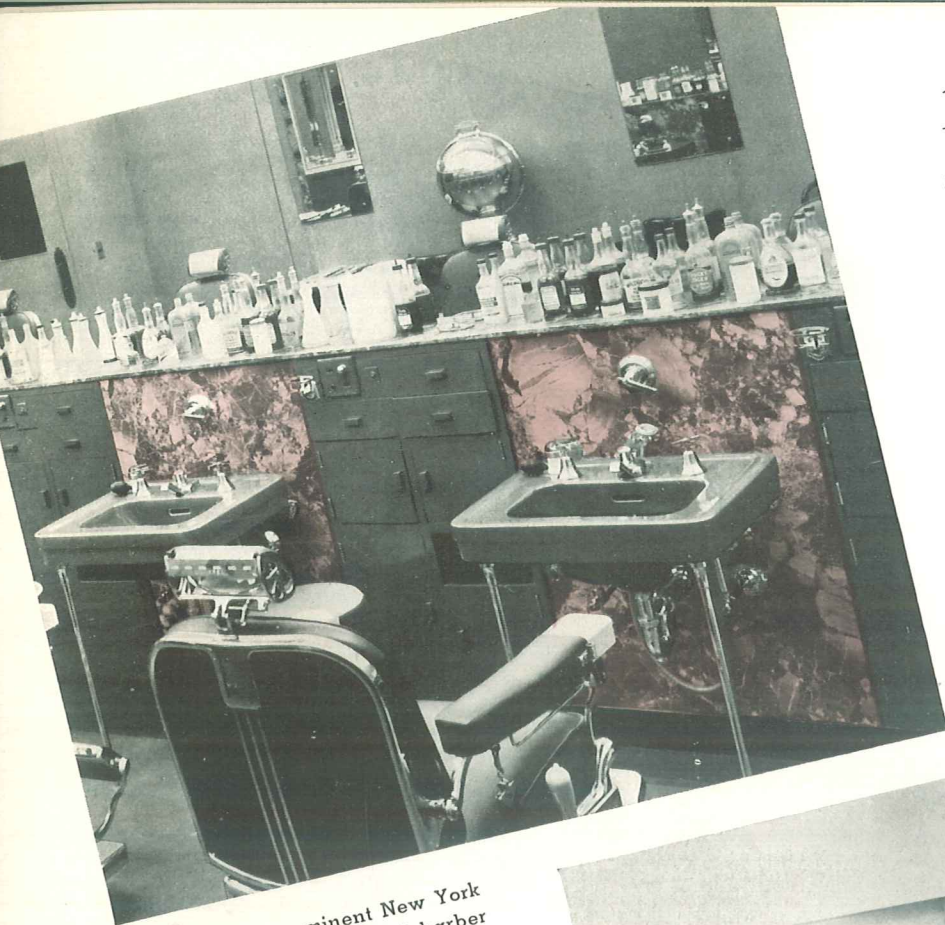


Above:—Much of the interest in this office results from the alternating panels of Hard Board and Glaze-Coat Insulating Board on the walls, above the wainscot. The burled finish and rich, brown color of the Hard Board suggested its use in the construction of the desk also.



Above:—Two features of this private office are the unusually high wainscot of richly toned Hard Board and the Bevel Panel ceiling in variegated colors. Below:—A real estate office with Hard Board, Bevel Plank and Decorative Ceiling Panels.



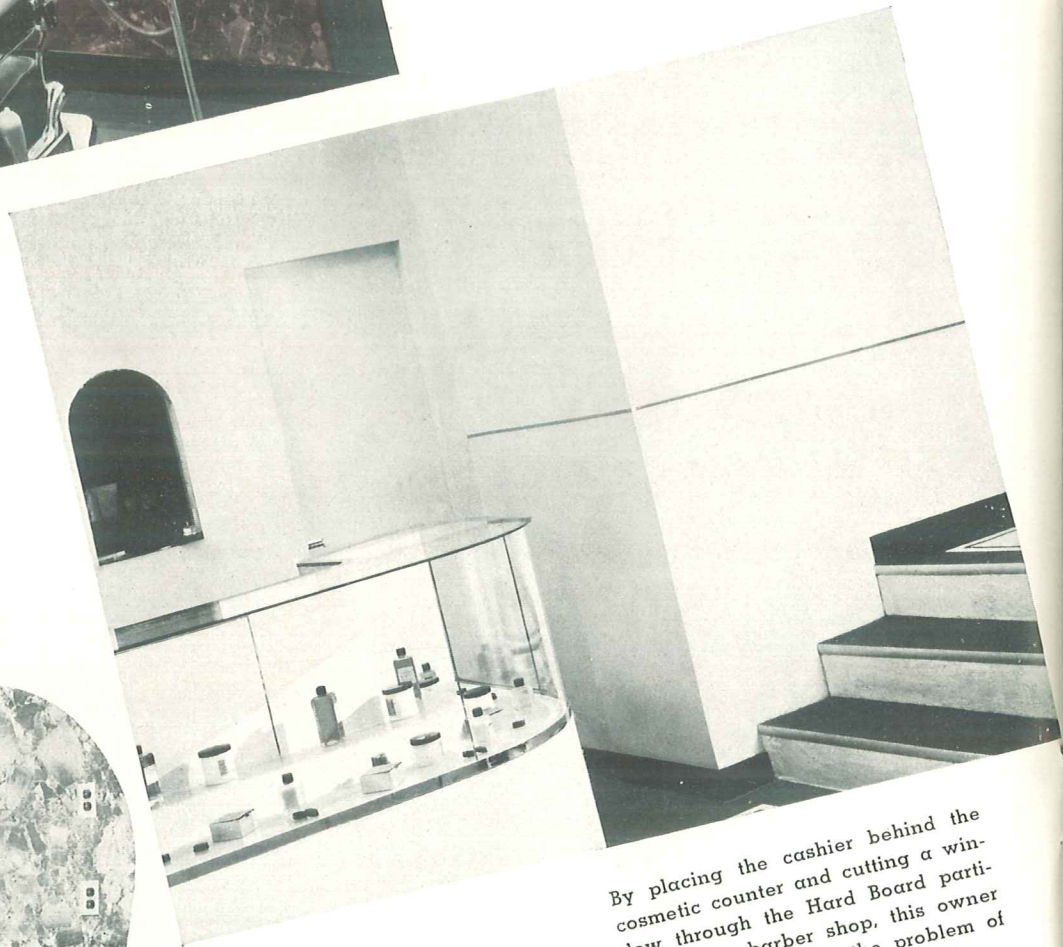


Above:—Located in a prominent New York City hotel, this efficiently arranged barber shop owes much of its distinctiveness to the panels of Breche Rose Asbestos Wainscoting. Reflected in the mirror are partitions laced with Asbestos Flexboard to separate the barber shop from an adjacent beauty parlor.

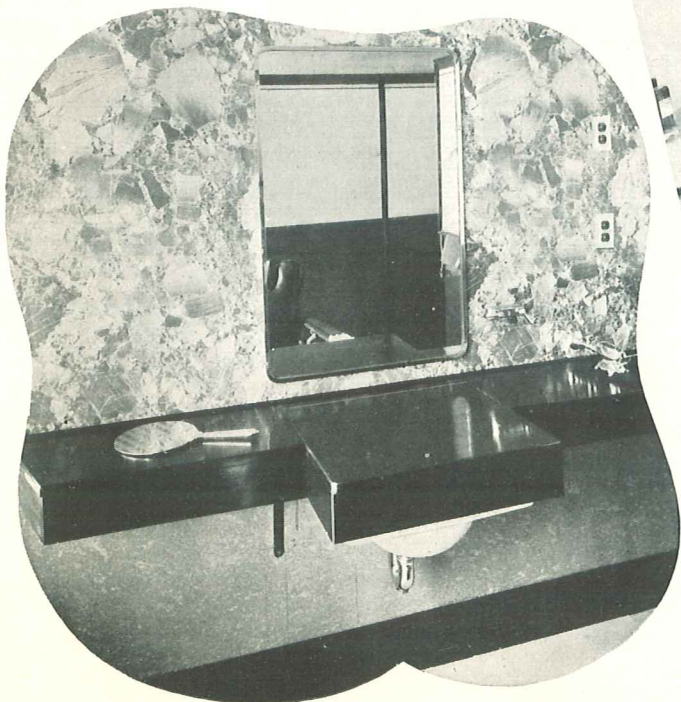
BARBER shops and beauty parlors offer intimate services to customers. Attendants are selected for their courtesy as well as their skill so that repeat business will result, but the sales problem does not end there. The surroundings, too, should create a favorable reaction on the part of patrons.

Whatever materials are chosen should also meet the requirements for sanitary surfaces and be able to withstand the effects of steam and hot water, especially around the basins.

J-M Asbestos Wainscoting so thoroughly meets all these requirements that it has found wide acceptance in this field. For elaborate shops, the marbleized design is ideal. Its authentic reproduction of Verde Antique, Black & Gold, Breche Rose and Jaune Fleuri marbles permits the creation of atmospheres of distinction.



By placing the cashier behind the cosmetic counter and cutting a window through the Hard Board partition to the barber shop, this owner has skillfully solved the problem of centralized sales and collection.



This attractive beauty parlor booth combines Johns-Manville Breche Rose Asbestos Wainscoting and Rose Asbestos Flexboard. The Wainscoting is on the upper wall, while the Flexboard is used below the novel basin and dressing table.

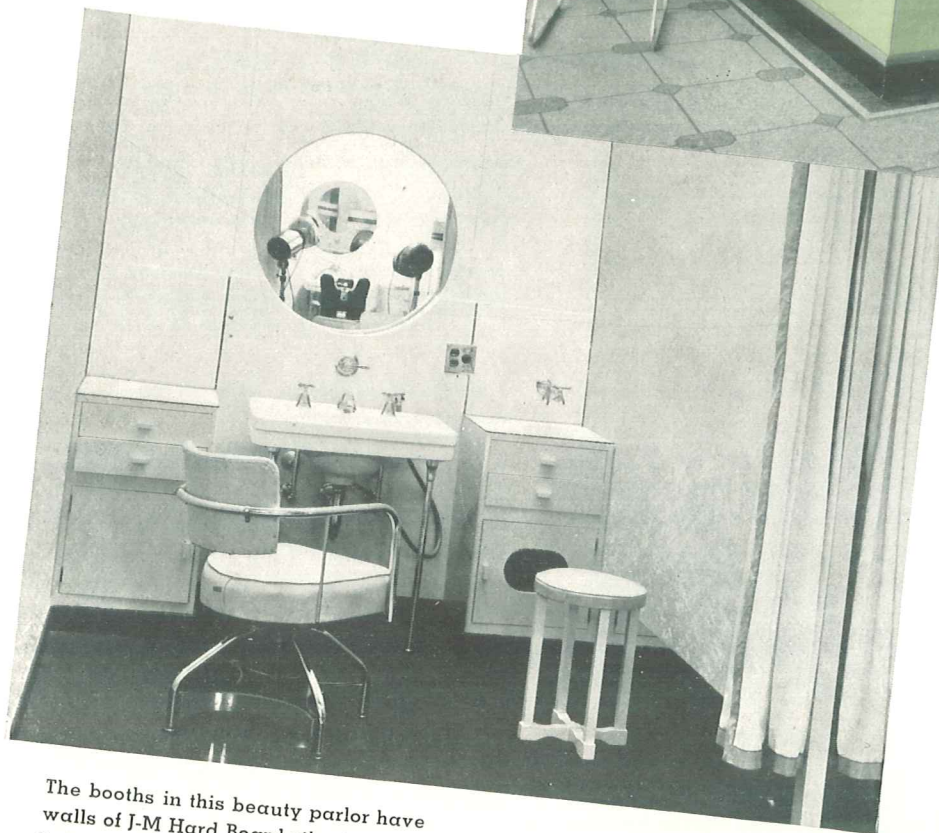
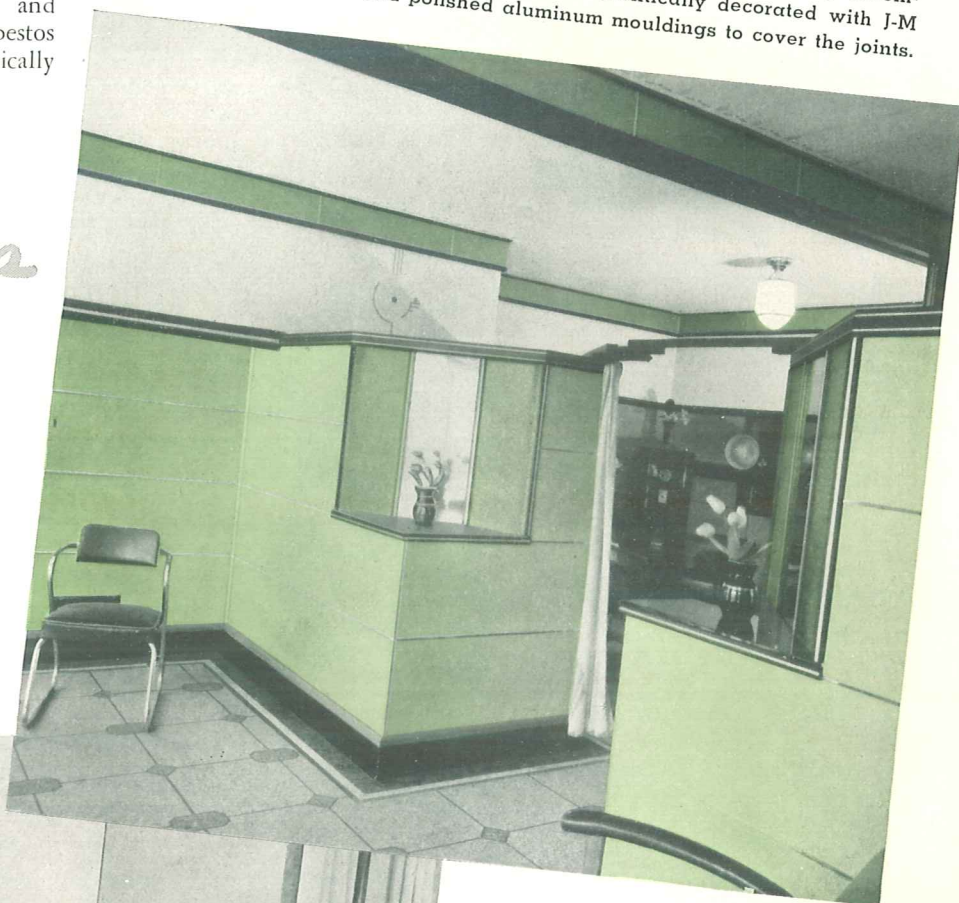
Where a more sophisticated effect is desired, or for conservative treatments, plain sheets of Blue, Ivory, Green and White Asbestos Wainscoting can be employed. Sheets can be held in place with polished metal mouldings over the joints, or fastened with decorative chromium screws, without mouldings.

Although made of asbestos and cement, the large sheets can readily be sawed by the contractor to fit around plumbing, fixtures, windows, mirrors and doorways. Like all other J-M wall materials, Asbestos Wainscoting can be applied quickly and economically over existing wall surfaces.

Smart Interiors

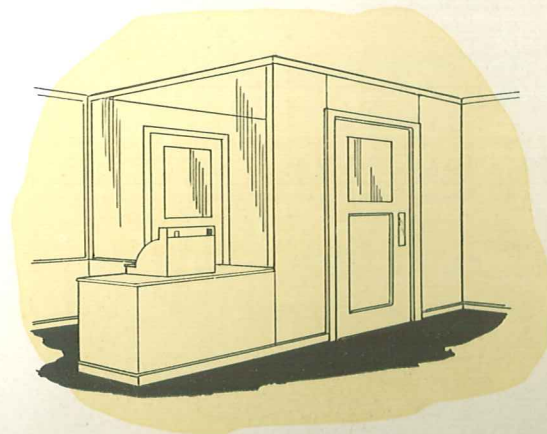
for BEAUTY PARLORS and BARBER SHOPS

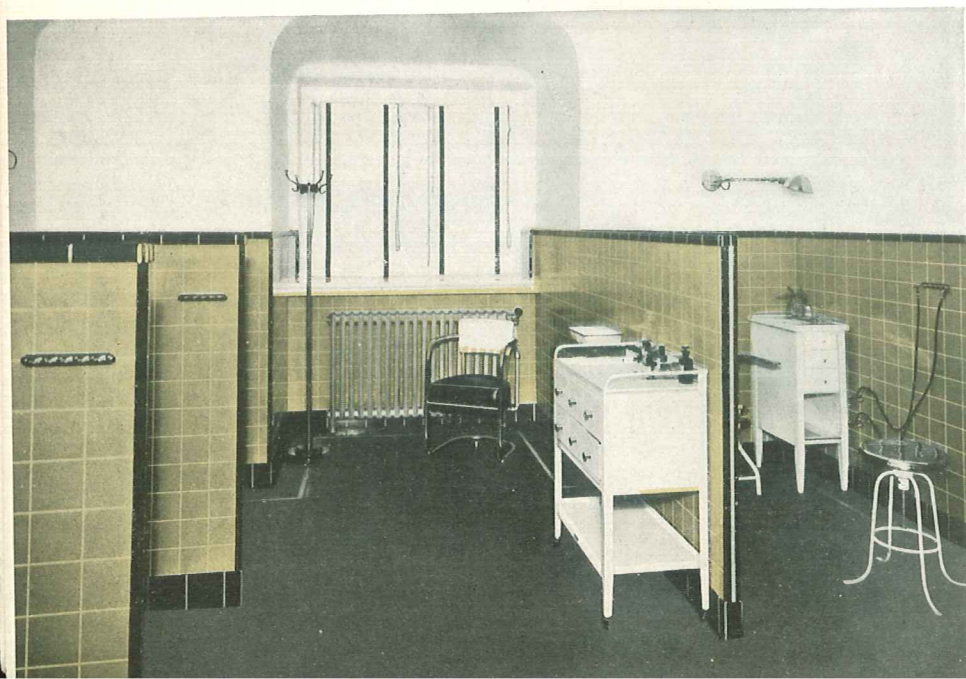
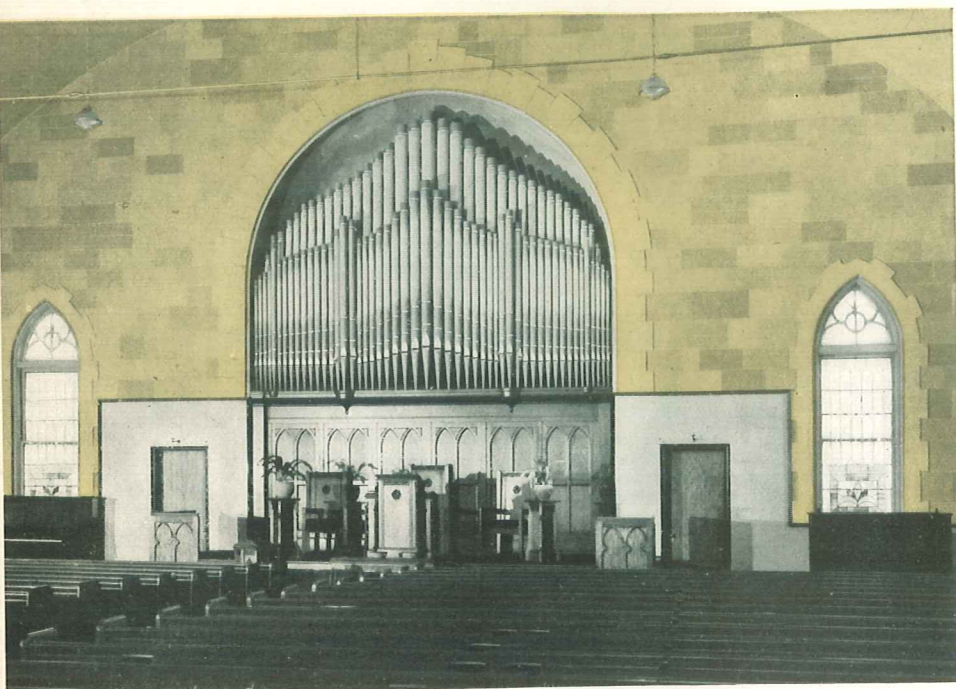
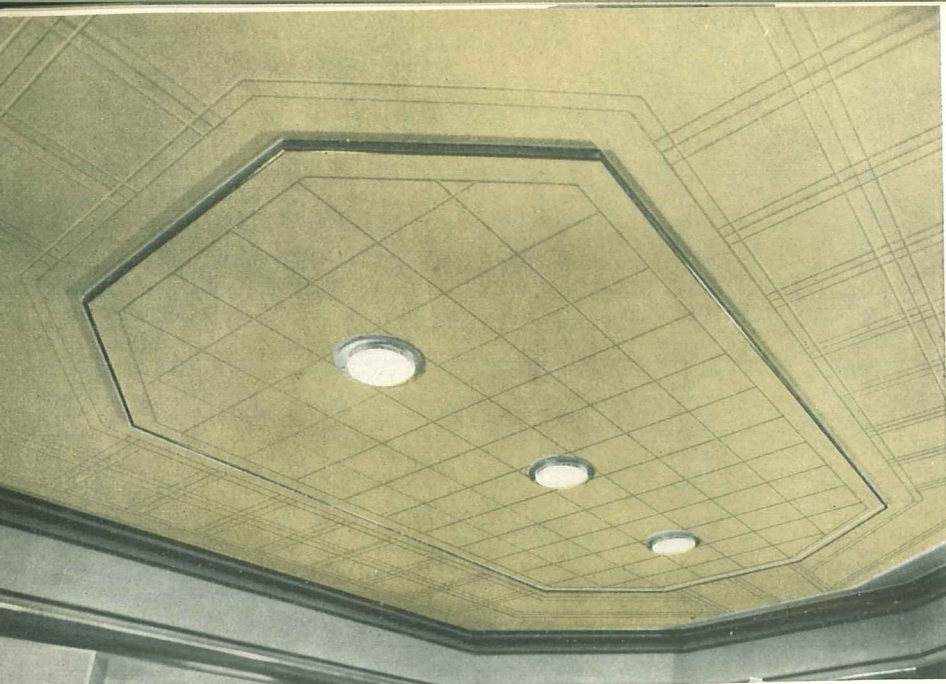
The separation of the waiting room from the work shop in a beauty parlor has always been a problem. Here it has been effectively accomplished. Both rooms however, have been identically decorated with J-M Asbestos Flexboard and polished aluminum mouldings to cover the joints.



The booths in this beauty parlor have walls of J-M Hard Board stippled with light gray paint, while behind the basin is a J-M Color Panel—a sheet of Asbestos Wainscoting with a plain, polished surface; highly resistant to steam and hot water.

Below:—For comfort and protection from drafts, a winter vestibule like this will prove a valuable investment. Built of J-M Hard Board, it is light in weight, easy to assemble and attractive in appearance. It can be stored in a minimum of space.





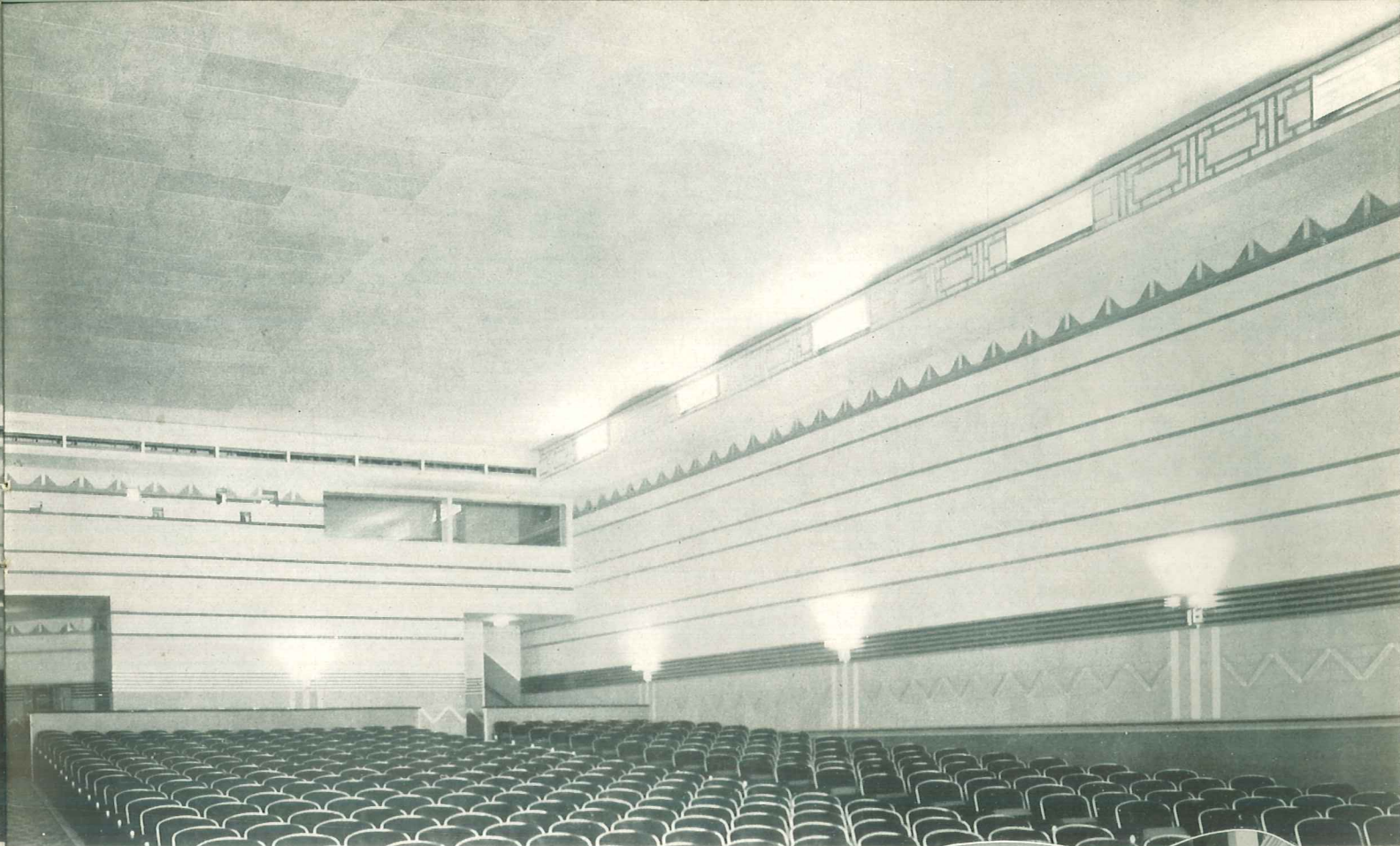
... and for CHURCH,

Above:—One of the most effective ways to maintain attendance at a motion picture theater is to keep the interior appearance in step with the times. Here is how one owner solved the problem within a moderate budget, by covering the old walls and ceiling with J-M Insulating Board Panels in Glaze-Coat finish.

Top left:—Ceilings are often an important part of the room decoration, as in this lozenge-shaped display room. As a background for the lighting fixtures, 16" x 16" J-M Insulating Board Bevel Panels were applied as a drop ceiling, with a border repeating the contour of the room. The remainder of the ceiling was covered with C-3 Decorative Ceiling Panels and Bevel Panels.

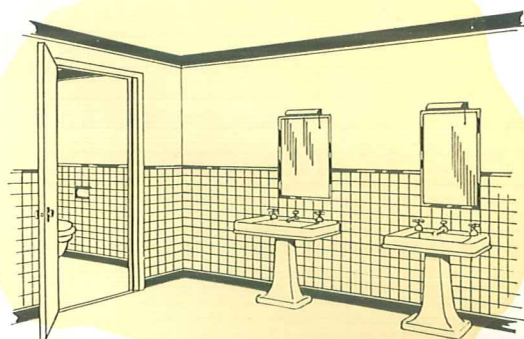
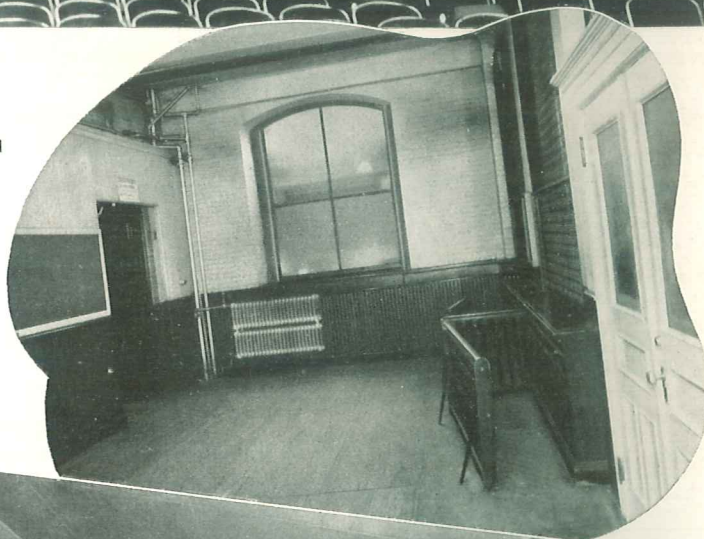
Center:—When this church was being modernized, it was felt that the effect of stone would be desirable. A satisfactory answer was found in J-M Bevel Panels in Variegated colors for the upper walls. Gray Asbestos Flexboard gave the appearance of polished granite around the doors.

Left:—In medical clinics, individual booths are essential for privacy. Since space is at a premium, the divisions must occupy a minimum of floor area. For this purpose, J-M Asbestos Wainscoting can be applied to 2" x 4" studs. This makes a sturdy wall with two sanitary surfaces.

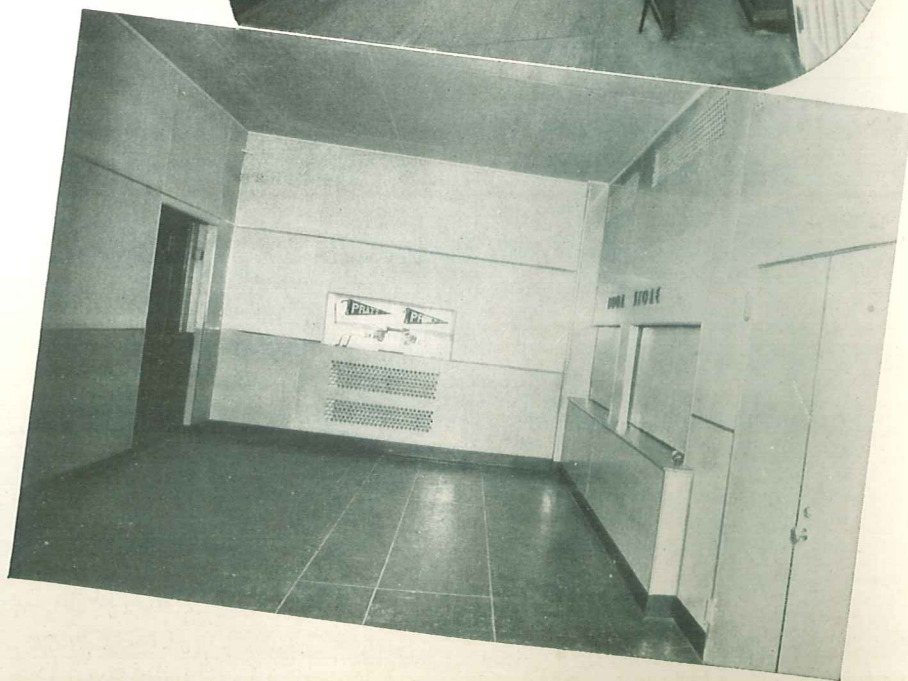


THEATRE, HOSPITAL and SCHOOL

Right:—A "before and after" of a school hallway. By removing or concealing unsightly equipment and by covering the walls and ceiling with J-M Decorative Flexboard, this old-fashioned interior has been made modern in appearance and less expensive to maintain.



There are many "plus" services that do not directly affect sales, but which nevertheless enhance the customer-appeal of a business establishment. Among these is the rest room. Practically any existing rest room with unsightly walls and fixtures can be modernized at low cost with the help of colorful sheets of J-M Asbestos Wainscoting applied right over the old plaster.

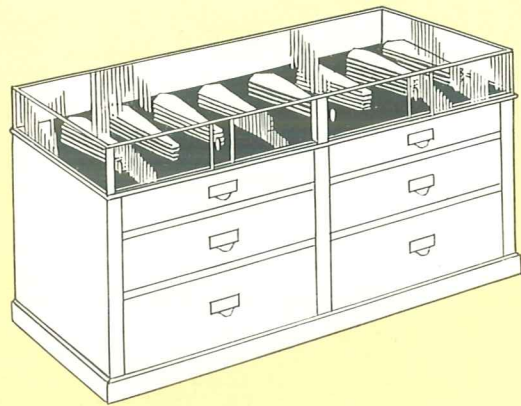


PRACTICAL DISPLAY SUGGESTIONS

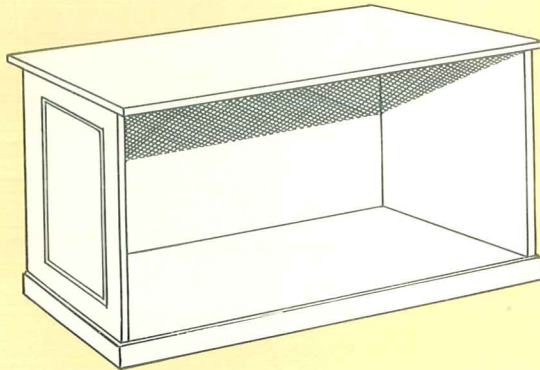
Second in importance only to the walls and ceilings are the display facilities of a place of business. Many times these can be planned so as to make unproductive space profitable, and at the same time improve the general appearance. It is also very often possible to modernize existing equipment at little cost. The sketches on these pages illustrate several suggestions along these lines. In nearly every case the work can be done very economically with Johns-Manville Building Materials.

OLD WOOD COUNTER MADE INTO MODERN CASE

Only three steps are necessary to accomplish the interesting change shown in these illustrations. (1) Remove the top and all mouldings. (2) Cover the front and sides with J-M Hard Board or Asbestos Flexboard, and install a glass counter top. (3) Install drawers to hold reserve stock, leaving a suitable space under the glass for display of merchandise.

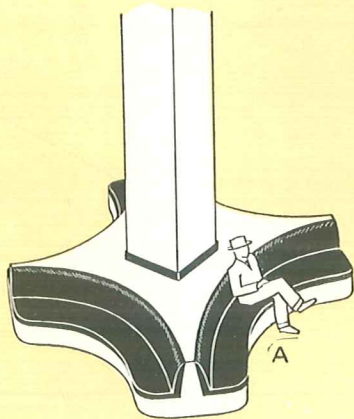


← REAR VIEWS



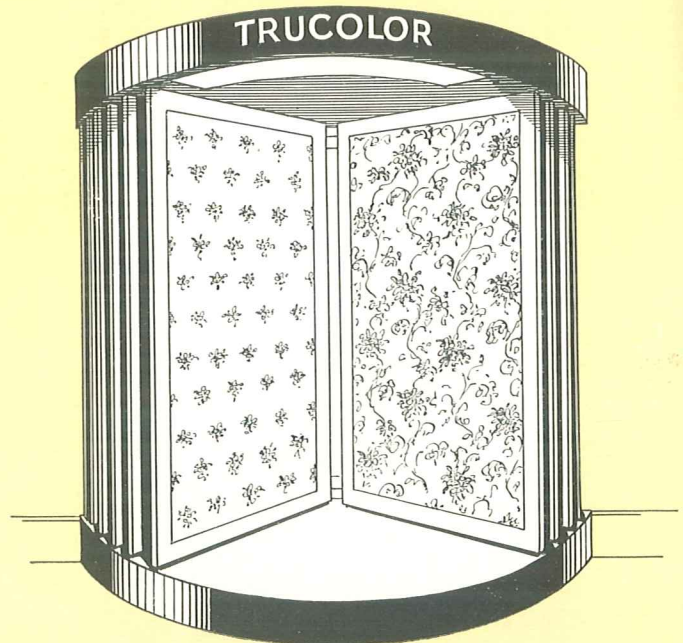
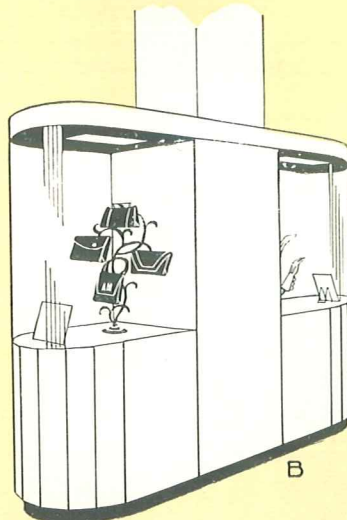
SPACE-SAVING DISPLAY PANELS

Below:—Among the articles for which this type of space-saving, swinging display is suitable are wall paper, rug samples, small kitchen articles, picture frames, mirrors, oil cloth and window shades. Individual sections can be removed and new articles applied without disturbing the rest of the display. The curved canopy and base can be made economically with J-M Hard Board.



UTILIZING SPACE AROUND LARGE COLUMNS

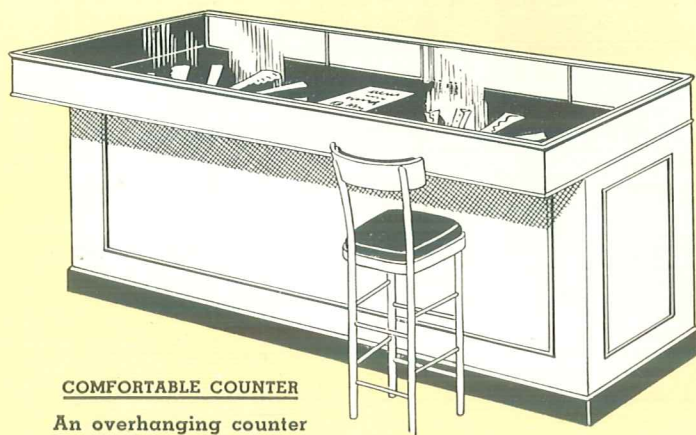
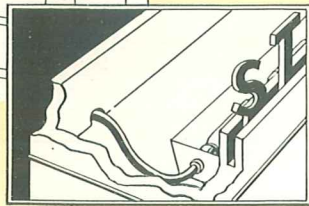
If space permits, building seats around the base of a column [see sketch (A)] will improve its appearance and furnish additional seating accommodations. Such an arrangement is ideal for basement sales rooms or shoe shops. Another suggestion is to flank the columns with display cases as shown in sketch (B).





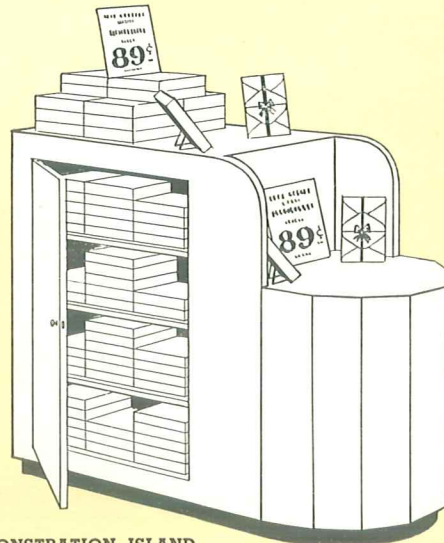
DEPARTMENT IDENTIFICATION

When cabinets behind counters do not go all the way to the ceiling, the tops can be used to identify departments or to feature special brands or merchandise. All that is necessary is to install a slot of suitable size along the edge of the cabinet and cut letters out of J-M Hard Board, leaving enough base to set into the slot with concealed lighting behind letters as shown in the sketch.



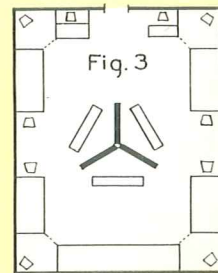
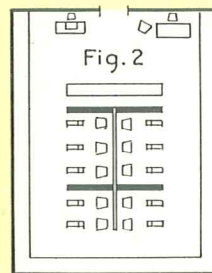
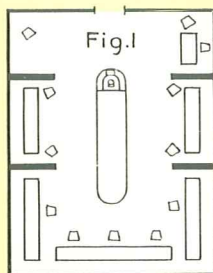
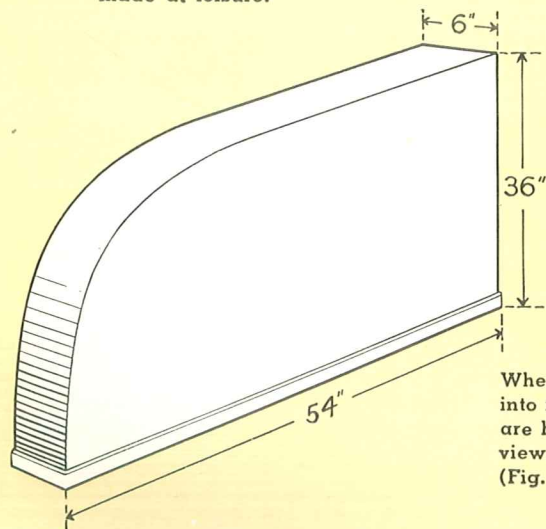
COMFORTABLE COUNTER

An overhanging counter like this is as comfortable to sit at as a table. It is especially adaptable for use in hosiery, glove or jewelry departments, where selections are made at leisure.



DEMONSTRATION ISLAND

When it is necessary to sell an article by demonstration, a small island such as is shown here will serve admirably.

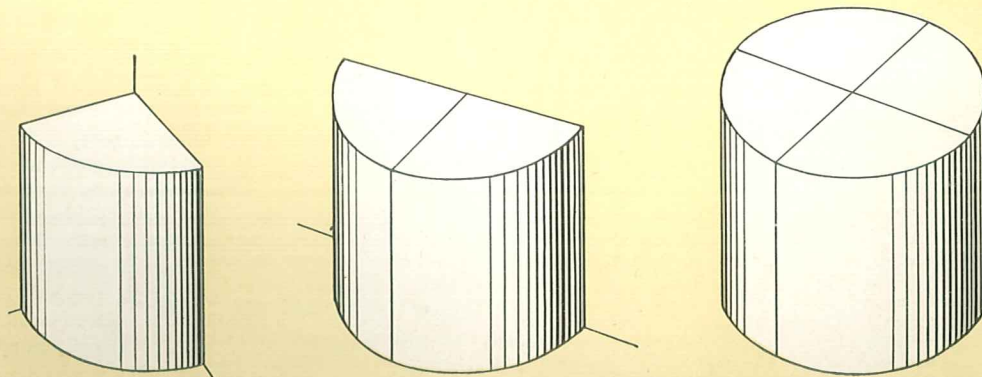


PORTABLE SPACERS

Where items are displayed over a large floor area, it is advisable to separate them into related groups. This can be done effectively by the use of portable spacers, which are high enough to provide the necessary division without interfering with the general view. The sketches above show how these spacers may be used along the wall (Fig. 1) or in the center (Figs. 2 and 3). Spacers are indicated by heavy lines.

SECTIONAL DISPLAY STANDS

A sectional stand such as this is often a most desirable display feature for use in aisles or at aisle intersections. Smaller stands for use in corners or against walls can be obtained merely by removing sections.



JOHNS-MANVILLE DECORATIVE

INSULATING BOARD AND HARD BOARD

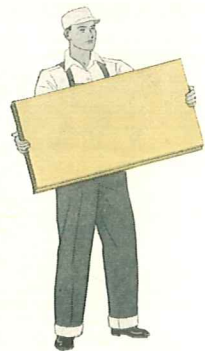


STANDARD INSULATING BOARD SHEETS

Large sheets of compressed wood fibre, ranging in size from 4' x 4' to 4' x 12'. Thickness, $\frac{1}{2}$ ". Cover large areas quickly and economically. For decorative effects, designs can be cut in the surface. Choice of two finishes: (1) the natural light fabric texture of the board and (2) Glaze-Coat, a lustrous, light-reflecting surface in a warm sand color. Glaze-Coat finish takes place of a priming coat if painted walls are desired.

INSULATING BOARD BEVEL PLANK

A most popular style which gives the effect of wood paneling. Made in lengths of 8, 10 and 12 feet, and in random widths of 6, 8, 10 and 12 inches. Edges are beveled. Also made in Beaded style, with a narrow groove cut parallel with the bevels. Furnished in the lustrous Glaze-Coat finish, which requires no further initial treatment unless desired, and in the Variegated Blend of buffs and browns.

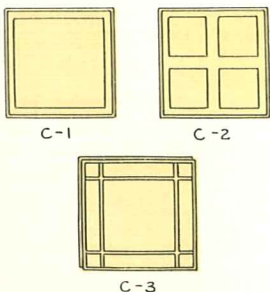


INSULATING BOARD BEVEL PANELS

Made of Insulating Board, $\frac{1}{2}$ " thick, and furnished in sizes from 12" x 12" squares to 24" x 48" units. Edges are beveled. Featured in this style are three textures known as Coarse Fabric, Medium Fabric and Wicker, obtained by pressing the designs into the surface. All smooth surfaced panels are made with the Glaze-Coat finish or the Variegated blend, four harmonizing tones of brown and buff, one color to a unit. Border strips for each style available.

MULTIPLE BEVEL PANELS

Large units scored to give the effect of smaller units. Sizes range from 16" x 32" grooved to 16" x 16", up to 24" x 48" grooved to 12" x 16". With these large pieces, the contractor can cover broad areas rapidly. An economical choice for covering old ceilings at low cost. Furnished only in Glaze-Coat finish, with Glaze-Coat border. Edges beveled.

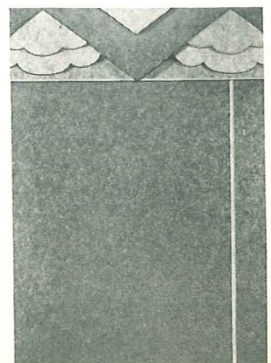


CEILING PANELS

Designs C-1, C-2, C-3 . . . Insulating Board in 16" x 16" units, especially developed for ceiling work. Furnished in the three designs, illustrated in the sketches, each one provides a distinctive pattern when used alone. Variety can be obtained by introducing one or more of the other patterns at intervals.

HARD BOARD PRODUCTS

A hard, smooth board with a rich brown color and a burlled finish. Can be painted, stained, varnished, lacquered, enameled or waxed. Illustration shows decorative effect achieved with Standard and Tempered Hard Board. Furnished in sheets from 4' x 1' to 4' x 12'. Thicknesses from $\frac{1}{8}$ " to $\frac{5}{8}$ ". For temporary construction, $\frac{1}{4}$ " Standard or De Luxe Panelboard may be used.



INTERIOR WALL MATERIALS

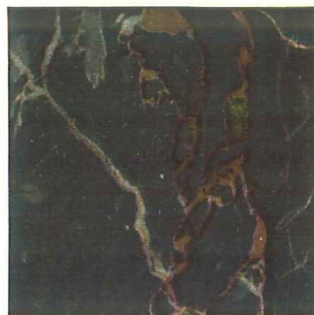
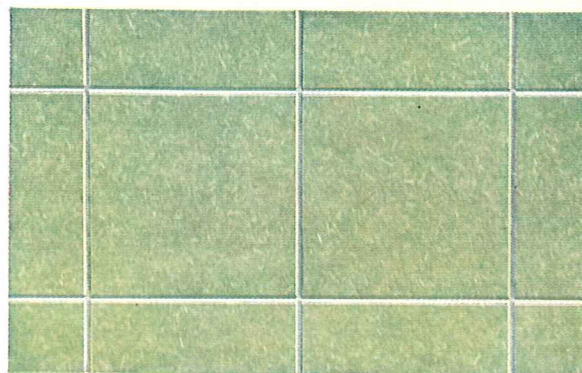
ASBESTOS WALL MATERIALS



J-M ASBESTOS FLEXBOARD

Decorative Flexboard is an integrally-colored asbestos-cement sheet, with a factory-polished, sanitary surface. Can be curved to a considerable degree. Easily cleaned with a dry or damp cloth. Sizes in Plain design: 48" x 96" x 1/8". Colors: Rose, Green, Buff, Light Gray, Slate. Also in scored design: 48" x 48" x 1/8" (scored on 4" centers).

Standard Flexboard . . . The same as Decorative Flexboard, except that it is not polished and is available only in Gray. Excellent for fire-resisting partitions, and for permanent wall surfaces. Can be painted after priming with linseed oil, two coats.



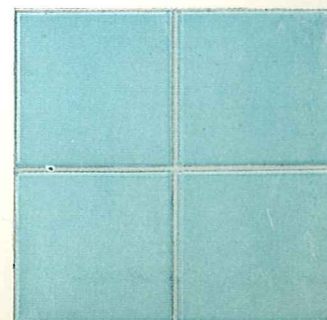
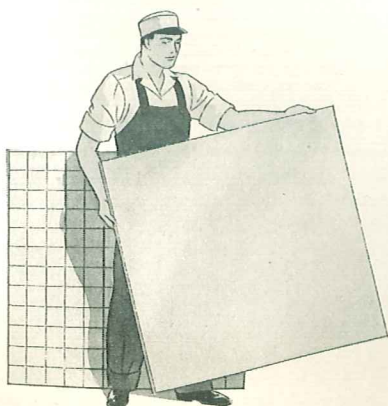
MARBLEIZED ASBESTOS WAINSCOTING

Authentic reproductions of perfect marble specimens. The lustrous "baked on" surface resists dirt and can be easily cleaned by wiping or washing. Recommended for use wherever the effect of marble is desired, as in foyers, banks, smart shops, beauty parlors and sales rooms. Size, 32" x 48" x 1/4". Colors: Verde Antique, Black and Gold, Jaune Fleuri and Breche Rose.



J-M ASBESTOS WAINSCOTING

Plain or scored design. A rigid, asbestos-cement sheet for installation over old plaster walls or to construct new walls. "Baked on" surface will not spot or stain and can be cleaned with a dry or damp cloth. The plain sheets are especially suitable for modern effects; the scored design gives the effect of 4" units set in cement. Sizes: 48" x 48" x 1/4". Plain design also available on order in 48" x 96" x 1/4". Colors: Light Green, Light Blue, Ivory, White, Black.



YOUR JOHNS-MANVILLE DEALER OFFERS A COMPLETE REMODELING SERVICE

Modernize now . . . pay later . . . FHA terms

If, as a business or professional man, you are putting off making essential improvements or repairs, you need hesitate no longer. Your Johns-Manville Building Material Dealer is equipped to offer a complete remodeling service—not merely to furnish the necessary material, but to assist and advise with regard to the services of an architect, contractor, electrician or other important factor, as well as to offer a financing arrangement that makes it easy to pay for the improvements out of monthly revenue.

Talk over your plans with him. He will be able to give you valuable advice and assistance and will estimate the cost of doing the job as a "complete package". He can also tell you how little it will really cost to make the desired improvements under the famous Johns-Manville Deferred Payment plan, operating in cooperation with the new Federal Housing Act. Under this plan you can have other improvements such as new plumbing, new electrical fixtures, new floors, re-painting, papering or decorating, even if the cost of the J-M materials represents as little as 25% of the total cost of the job—all on easy-term monthly payments. In many cases, the increased business and patronage that you gain as a result of improving the appearance of your place of business, might easily pay the small monthly installments to cover the cost of the complete remodeling job.

